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New Ads Showcase the Challenges of Modern Air Travel by Giving a Voice to the Most Overlooked, Unappreciated Frequent Fliers of All, Pigeons

NEW YORK, NY -- (Marketwired) -- 04/02/14 -- JetBlue Airways (NASDAQ: JBLU) today launched a new spring advertising and marketing campaign, 'Air on the Side of Humanity,' to remind customers there is a better way to fly. With TV spots running in Boston, Fort Lauderdale and New York and multi-channel components, the new campaign leverages the plight and perspective of the most overlooked fliers of all - pigeons. The end result is an integrated campaign that flies in the face of conventional airline branding with JetBlue making a bold statement about siding and flying with humanity.

The 360-degree campaign includes TV, online advertising, a first of its kind web video series, microsites, mobile, social, experiential and out-of-home advertising, all dedicated to entertain and bring JetBlue's Inspire Humanity mission to life.

"We have built the airline you would have built for yourself, by offering what other airlines don't - lots of legroom, friendly crewmembers, unlimited free snacks, free entertainment at every seat, Fly-Fi and more. Giving customers all of the comforts of home while in the air," said Marty St. George, JetBlue's senior vice president of marketing and commercial strategy. "This campaign is meant to encourage travelers to pause and consider the type of experience they want and deserve while flying."

In the campaign, JetBlue delivers multi-media narratives from the perspective of a pigeon that draw playful comparisons on how people are treated by other carriers including cramped spaces, limited snacks, flying on someone else's schedule and the feeling of being ignored.

The 'Air on the Side of Humanity' campaign expands with new components including an experiential launch event in New York City and a video series collaboration with Funny Or Die, extending the metaphor at the center of the 'Air On The Side of Humanity' campaign.

The media strategy is video-led (television and online) featuring both long- and short-form messaging, the web series created in partnership with Funny Or Die, custom JetBlue-branded and curated Spotify playlists, an interactive mobile rich media experience utilizing accelerometer functionality to entice audience interaction, and custom Buzzfeed posts with messages tailored to each market.

In a five-part video series entitled "Shoo's Bird's Eye View," JetBlue and Funny Or Die collaborate for branded vignettes that highlight a pigeon's unique point of view and bring a playful tone to both the triumphs and trials of humans. The humorous shorts live on JetBlue's digital experience and social hub, CentralPerch, as well as FunnyOrDie.com, and leverage the social media footprint of the two brands through social activation and promotion. In this series that begins today and continues throughout the month with new content weekly, JetBlue celebrates the things that make us human, demonstrating its continued commitment to inspiring humanity and showing what sets JetBlue apart from all other airlines and service-centric brands.

Beginning on April 2, JetBlue, New York's Hometown Airline™ brings the campaign to life with New Yorkers with an experiential teaser activation where model pigeons are being placed around favorite city hot spots, emulating a grassroots event on behalf of underserved fliers. Passersby will socially interact via a hashtag. Across the market, disruptive print executions will feature floating ads demonstrating key features of the JetBlue experience, while commuters will experience transit media takeovers in subways, bus shelters, taxi tops and on taxi television. A regional section takeover features a high impact push down unit while cross-device HTML 5 synched digital media units will roll out on select digital channels.

Rounding out the campaign in Boston and Florida, consumers will experience similar disruptive print executions in the *Boston Globe, Fort Lauderdale Sun Sentinel* and *Miami Herald* and interactive homepage takeovers on Boston.com and MiamiHerald.com - where it's first-to-market. Boston will bring back a first-to-market execution of pigeons riding atop taxi tops and expand with Out-of-Home strategically positioned to reach the business traveler, while Florida will reach Hispanic audiences via television and digital executions across Univision, Telemundo and Telefutura networks.

The creative, media and online experiences were led by Mullen's Boston office, JetBlue's agency-of-record since 2010.

Customers can view the TV spots here and tune in weekly to Shoo's Bird's Eye View here.

About JetBlue Airways

JetBlue is New York's Hometown Airline™ and a leading carrier in Boston, Fort Lauderdale/ Hollywood, Los Angeles (Long Beach), Orlando and San Juan. JetBlue carries 30 million customers a year to 85 cities in the U.S., Caribbean and Latin America with an average of 825 daily flights. JetBlue was the first U.S. airline to allow customers to use their personal electronic devices throughout all domestic flights. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For more information please visit JetBlue.com.

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